

PLENTY OF EXTRA SALES PEOPLE TO SERVE YOU!

Penney's Festival of Bargains

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DOLLAR DAYS

WITH COST PRICES RISING PENNEY'S OFFERS MANY PRICES LOWER THAN THEY HAVE BEEN IN MONTHS.
BE HERE! THESE PRICES EFFECTIVE STARTING THURSDAY -- SAVE AT PENNEY'S!

EVENT STARTS 9 A. M. THURSDAY, OCTOBER 28TH

\$ DAY FEATURES!

Men's Large Fluffy White **HANDKERCHIEFS**
4¢
30 for \$1

\$ DAY FEATURES!

Boys' "Oxhide" **OVERALLS**
At a new low price Were 59¢—now
49¢

\$ DAY FEATURES!

It's a "Knock-Out" **SCRIM**
See this bargain
5¢
20 for \$1

\$ DAY FEATURES!

Coat Style **SWEATERS**
FOR MEN—THIS IS TRULY A PENNEY VALUE!
\$1

\$ DAY FEATURES!

Men's Durable Work **SHIRTS**
That will stand lots of hard usage
35¢
3 for \$1

\$ DAY FEATURES!

Men's Work **SOCKS**
Part Wool For added warmth
10¢
10 for \$1

Fast Color **SCRIM**
In gay colors You'll want to make new drapes
10¢
10 for \$1

Men's Dress **SOCKS**
Such a nice looking sock for a small amount of money!
8¢ pair
13 for \$1

Children's **SWEATERS**
Sizes 2 to 16 So warm and good looking! Made to look and wear well!
98¢

SHIRTS
Finely Woven Combed Yarn
SHORTS
Fast Color Broadcloth
15¢
7 for \$1

Men's "Big Mac" **OVERALLS**
Sanforized Shrunk
Were \$1.10 Each Now the same quality and workmanship for
98¢

Close Out—Men's **SHIRTS**
Broken Sizes Fast Colors
50¢
2 for \$1

Clean Chicken Feather **PILLOWS**
Curled and Purified
50¢
2 for \$1

Fast Color **FLANNEL**
In Stripes—What a Saving!
10¢
10 for \$1

Women's Balbrigan **GOWNS**
PAJAMAS
For warmth and comfort
98¢

Women's Fine Quality Tuck Stitch **PANTIES**
25¢
4 for \$1

Men's Outing--Warm **PAJAMAS**
Made to Wear Well Fast Colors
Slip-Over Model
\$1

\$ DAY FEATURES!

FEATURE 10 A. M. THURSDAY
GAY INDIAN DESIGN
BLANKETS
Such a Value Only Penney's Can Offer!
STOCK UP! ONLY 50—

Save At Penney's **\$1** You Get the Bargains

\$ DAY FEATURES!

FEATURE 2 P. M. THURSDAY
Fast Color Prints
IN SOLID COLORS OR GAY PRINTS
7¢ yard
15 for \$1⁰⁰

\$ DAY FEATURES!

FEATURE 11 A. M. THURSDAY
CHIFFON HOSE
CLEAR AND RINGLESS IN NEW FALL SHADES
55¢ pair or
2 for \$1

\$ DAY FEATURES!

PROVED AS TO QUALITY! 81x99 "NATION WIDE"
SHEETS
FINELY WOVEN—HIGH THREAD COUNT
WERE \$1.00—NOW
Stock Up Now! **93¢** Lowest Prices in Midland!

Fall Colors Children's **ANKLETS**
A Large New Assortment
5¢ pair
20 for \$1

Feature Value! Axminster **RUGS**
Only 50 of These at This Low Price
\$2⁰⁰

Women's Novelty Rayon **PANTIES**
Some Are Tailored Others Applied
15¢
7 for \$1

Imitation Linen **LUGGAGE**
Gaily Striped—They Look Much Higher Priced—Savings for You!
\$1

4/4 Unbleached **SHEETING**
Heavy Weight Durable
Stock Up on This Bargain!
8¢
13 for \$1

Hit and Miss Imported **RAG RUGS**
Handy Size—18x36 You'll Want Dozens of These at This Low Price!
10¢
10 for \$1

Neatly Tailored French Crepe **SLIPS**
Now's Your Opportunity! Save at Penney's
50¢ each
2 for \$1

Double Terry Extra Large **TOWELS**
A Value You Do Not Want To Miss! Save!
15¢
7 for \$1

Women's Hemstitched **HANKS**
Excellent for Women and Kiddies
Save at Penney's
1¢ each
100 for \$1

Gay Colored Terry **TOWELS**
At Saving Prices Large Size Very Absorbent
10¢ each or
10 for \$1

Chenille **BATH MATS**
Fast Colors
\$1

USE OUR LAY-AWAY PLAN

Children's Rayon **PANTIES**
Dainty Undies for Misses
12½¢
8 for \$1

Femaid Sanitary **NAPKINS**
12 Pads to the Box
10¢
10 for \$1

Durable Broadcloth **SLIPS**
Don't Miss this Bargain!
25¢
4 for \$1

Novelty Woven **RAG RUGS**
Such Gay Smart Ones
50¢
2 for \$1

Fast Color **BED SPREADS**
Large Size 81x105
\$1

Women's Tuck Stitch **PANTIES**
Dainty and Comfortable
15¢
8 for \$1

REMNANTS One Half Regular Price!

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

MIDLAND'S
NEWEST AND BUSIEST
DEPARTMENT STORE

